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"The chief difference between ignorance and innocence is: you don't need an expensive lawyer to be found ignorant!" —Alfred E. Neuman

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JACK ALBERT lawsuits **ANNE GRIFFITHS** logistics

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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(Another MAD TV Show Satire)
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MAD #250

The cover of #250 made a "splash" in great MAD Magazine cover history! (Even though there isn't much of a history.) My compliments to the chef.

Rob Wilharm
Elgin, ILL

When buying MAD #250, I saw your cover featured Alfred dressed as Indiana Jones. He had a sword in his hand and was about to cut off a mermaid's tail. I was wondering... after he cuts off her tail, could I have the rest of her body?

Philip Marthew
Topeka, KS

Sure! You can buy it when we have our annual "half off" sale!—Ed.

There was something very fishy about the cover of MAD #250.

Andrew Breton
Saginaw, MI

Of course there was! We pay all our writers and artists "scale"!—Ed.



"SPASH"

A question on "Splashdance": Did Arnie Kogen ever live in Philadelphia, or has the reputation of South Philly girls become more widespread than I realized? I can see it now, old Polish jokes recycled as South Philly jokes.

J.B. Post
Philadelphia, PA



Philadelphia Etiquette?

MICHAEL JACKSON GREATEST OR LAMEST?

What do you guys have against Michael Jackson? You received two letters begging you to stop printing cruel material about him, then you went ahead anyway and published that trash about him in "The MAD Nasty Book, Vol. V"! Not only is he a great singer, but he's a great dancer, too. Give the guy a break, will ya?!

Troy Miller
Lafayette, CA

Other letters of support for Michael Jackson (and nasty comments about "The MAD Nasty Book, Vol. V") came from: Lara Kasparin, Glendale CA; Jason Dillard, West Plains, MO; Becky and Lisa, Mission Viejo CA; Denise and friends, Alma WI.

I am definitely *not* a Michael Jackson fan and I am sick of hearing about how great he is supposed to be! I applaud you for putting him down in "The MAD Nasty Book, Vol. V"!

Cathy Mezensky
Fork, MD

Your comments about Michael Jackson in "The MAD Nasty Book, Vol. V" proves one thing—even the idiots at MAD can be accurate once in a while!

Derek Land
Mississauga, ONT

Other MAD readers who will never join Michael Jackson's fan club are: Eve Osten, Willowdale ONT; Billy Steele, Viola AR; Sandy Ross, Skaneateles NY; Sean Maxwell, Pittsburgh PA; Ronna M. Boujo, Brooklyn NY; Tracy Lamourie, Bancroft ONT; Jeff Mirrone, Hollister CA; Ellen Sadenwasser, Waysay WI; Greg Santo, Easton CT; Bill Hahn, Oakdale CT; Jeffrey Saladino, Double Oak TX; Karl Lehnhardt, Charlotte NC; Robert White and Bradley Cooke, Lockport NY; Jerry Lambert, Chris Newcomb and Chris Kirby, Somewhere USA; Susan Dell, Los Gatos CA; David Stennett, Hattiesburg MS; Tim Leavitt, Lisbon NH.

PRINCE IS COMING!!!

Let's see you do a satire of "Purple Rain". I'm sure you could make Prince look even funnier than he already does! I waited a long time for your version of "Splash", and was finally rewarded in MAD #250, I hope my patience will pay off once again!

W.E. Quinci
Chula Vista, CA

Your patience will pay off! Look for "Purple Rain" along with "Ghostbusters" and "The Karate Kid" in a special "Summer of '84 Movie Roundup" article in MAD #253!—Ed.

MAD 84

I have your new issue, MAD 84, and I noticed it has 84 pages. I have one question, how many pages will your "MAD Extra" have in the year 2000?

Kevin Landry
Somewhere, USA

After reading "Acronyms You Never Knew Existed" in MAD 84, I realized you forgot one very important one: MAD Magazine—Moronic Annoying Drivel Made to Agonize Generations of Active Zookeepers and to Internally Nauseate Everyone.

David Maxwell
Fairfax, VA

In MAD 84's "The MAD Reader's Sex Survey" one of your questions was "How do you feel about S & M?" Could you please tell me what S & M is?

Joe Melvin
Bloomfield, IA

Never! You'll have to beat it out of us!—Ed.



MAD COMPUTER SOFTWARE

I thought your readers (all two dozen of them) would like to know that the official MAD Magazine Spy Vs. Spy game is now available for the Commodore 64, Apple II series and Atari home computer systems. It's an easy game to play, but a difficult one to master. (Which is why the slogan of the game is "If at first you don't succeed, Spy, Spy again!") The game is available wherever computer software is sold, but if any of your old readers have any questions about it, they can write or call: First Star Software, 18 East 41 Street, New York, NY 10017. Telephone: (212) 532-4666.

Richard Spitalny
President, First Star
New York, NY

P.S. Would you please tell your "usual gang of (cheap) idiots" to stop calling my office and bugging my secretary for free copies of the game! The answer is "NO!"



**Spy Vs. Spy Computer Software
Game—HiTech Hijinks**

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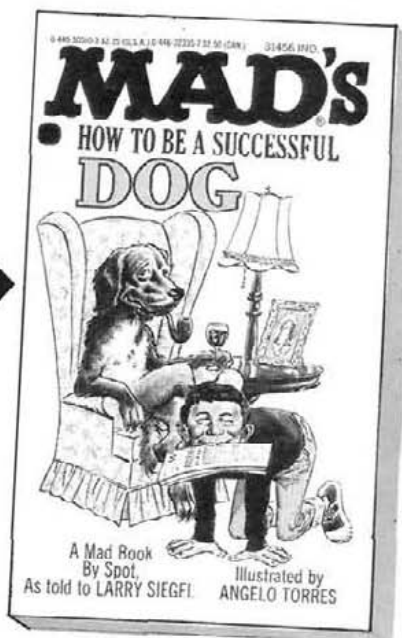
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Throughout TV History, one of the most popular words in series' titles has been "Family." We've laughed, cried and cheered at shows like "All In The Family" and "Family Affair" and "Family Tree" and just plain "Family." Now, let's throw up over this latest one...as we get a little seasick, bobbing and weaving through:

Hi, there! Welcome to **SitCom Paradise!** We're the **Eden family!** I'm **Stiffin!** I was once a 60's "Make-Love-Not-War" Liberal! Today, I'm an Intelligent, sensible, civilized, understanding Father! And as close to being a **REAL-LIFE Father** as **BOY GEORGE!!**

And I'm **Caprice!** I was once a 60's "Flower Child"! Today, I'm a warm, reasonable, sensitive pregnant Mother! They don't make Mothers like me anymore...and they **NEVER DID!**

We think alike... we act alike... we never fight... and **NOBODY** could ever love **ANYONE** more than I love her!

He's **wrong!** I love him **MUCH** more than he loves me...and he **knows** it!!

You know what might be **fun**, Honey? If you and I, just for kicks, had our **first fight** in **twenty years!**
We just did!!

NO WONDER I'm suddenly so exhausted! Would it be okay if I kiss you with only **ONE lip** for the next half hour??



Family Tides

Well, now that we've recovered from that grueling battle... what story line shall we cover this week?

Any of the usual will do! You know! Teen sex problems, alcoholism, complications with my pregnancy! Stiffen, why do Critics say that our show is at the AWKWARD stage?

We're too strong for the "Leave It To Beaver" crowd... and too wimpy for "Dynasty"!!



Well, look who's here! It's our teenage daughter, Malady!

What problems can we help you solve this week, Dear? Do you think you're pregnant, too? Have you got herpes? Are you in love with Magic Johnson...?

You name it! We're here to help as always, in our own intelligent, reasonable way!

Mom, Dad, I'd like to go to the beach... and catch me some sun!

Oh, my God!!

Oh-oh! Well, she's sixteen now, Caprice! I guess it's time you took her aside and told her the FACTS OF SitCom life!!



ARTIST: MORT DRUCKER

WRITER: LARRY SIEGEL

You see, Dear, Comedy Series people usually live in a two-room house...

You mean, like US! With just a living room and a kitchen!

Exactly! Now, once in a while, we might go to a place like Dad's office... or your classroom! But generally, all we see are these two rooms... PERIOD!! And we NEVER... NEVER go OUTSIDE!

But, that's not fair!! "Cagney and Lacey" go outside! "Remington Steele" goes outside! "The Fall Guy" goes outside!

True, Dear... but they're "DRAMA" people! The "Gimme A Break" group never goes outside! The "Cheers" crowd never goes outside! The "Webster" gang never goes outside!

It's cruel! Never able to go outside, and having to live in nothing, but TWO LOUSY ROOMS!!

I'm sorry, Malady, but that's the way it is!!

Dad, what are you doing in the living room? I thought this was girl talk between me and Mom!!

I...I noticed the kitchen floor was wet! Where ELSE could I go??



Come, Malady... I believe I can solve your problems...!



See...? With a dry floor and a 300-watt bulb, it's almost the same as Malibu!!



Right! And if you miss the mountains, we can clear off the top of the refrigerator!

It's not the same! I wanna go outside! I WANNA GO OUTSIDE!!

You know how I hate punishing you kids, Malady! But I'm afraid I'm going to have to send you to your ROOM without any SUPPER...!!

But I don't even HAVE a room to be SENT TO without supper!!

Yes, you do! It's called "OFFSTAGE"! Now, GO...!



These kids nowadays —chuckle, chuckle— they want the moon! Next thing you know, she'll be asking for a BATHROOM!!

Don't laugh, Stiffen! I hear they may install one on the "Newhart" show! No TOILET BOWL, of course... but a bathroom just the same!



Gosh, I sure hope I didn't hurt Malady's feelings! I think I was fair with her! Not as fair as you were... but fair!!

Oh, no! You were MUCH fairer than I was! Even though I WAS fair!

Look! Here comes Smartalex, our pushy overbearing son... who has singlehandedly created a new role model for Teenage America to worship—the Conservative Square Punk...!!

Man, oh, man, am I teed off!!



Do you want to talk about it, Son?

I'm sick and tired of talking out my problems with my understanding parents! Is it okay if, just once, I keep it all inside me... and then EXPLODE???

Okay...! But do you want to talk about WHY you want to keep it all inside you... and then explode???

Stop! I'll talk! I'LL TALK...!!





I'm **REALLY** ticked off! I tried to get my fellow members of "The Young Republicans Club" to buy these "MAKE POT SMOKING A FELONY" bumper stickers that I had printed up, but they all **re-fused!** They said they were afraid their **PARENTS** would wind up **getting busted!**

Gee, Son! Too bad!! But, even Lee Iacocca doesn't turn a profit on **EVERYTHING!**



Hey, I've got an idea! The **Government** bailed out **CHRYSLER!** How about letting your Mom and Dad bail **YOU** out? **WE'LL** buy all your bumper stickers!! Let's see! 300 stickers at \$1 each...

Right! And we'll just put them **right over here....!!**

I **KNEW** I should've kept it all in... and exploded!!



Well, I guess that takes care of our family problems for **another week!**

Dad... I have a problem...

Yes, And, as usual, I think we handled things **very well!**

Mom...! Dad...! I have a problem!



Guess I'll go watch some TV...

My problem is: People think that I'm the most boring 10-year old in the world... and **no one** even knows that I'm **ALIVE!!**

Good idea, Stiffen! You relax, and I'll put away the dishes!

Who are **YOU?**

Your daughter Yawnifer!!



Stiff, this is our boring daughter, Yawnifer...!!

WHO?! Oh, yeah! So tell me, Yawnifer... what's **YOUR** problem?

Aw... **FORGET IT!!**



And now to relax and watch some television...

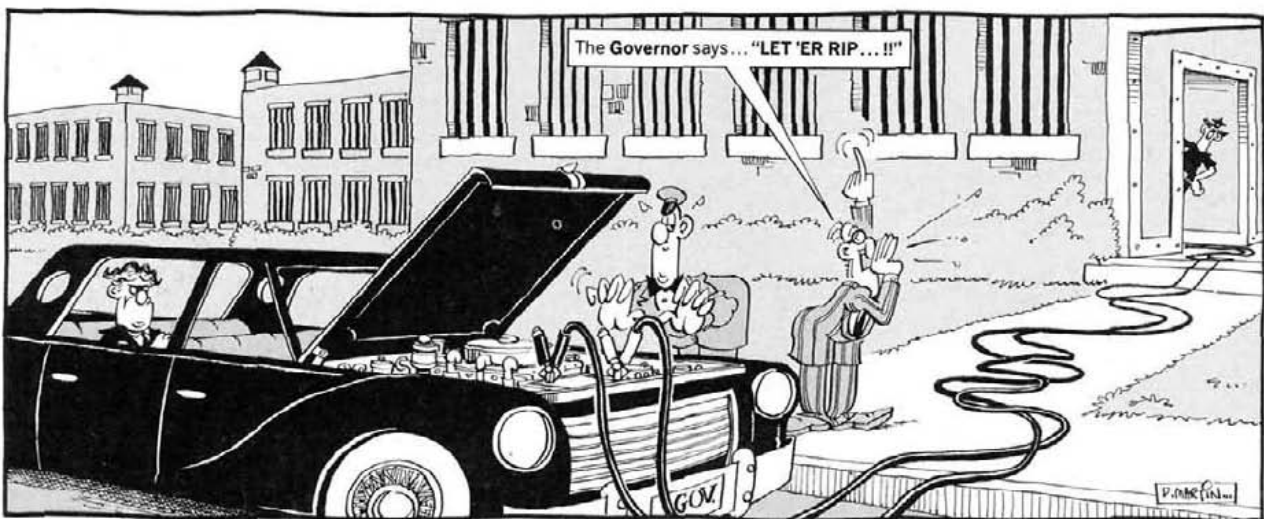
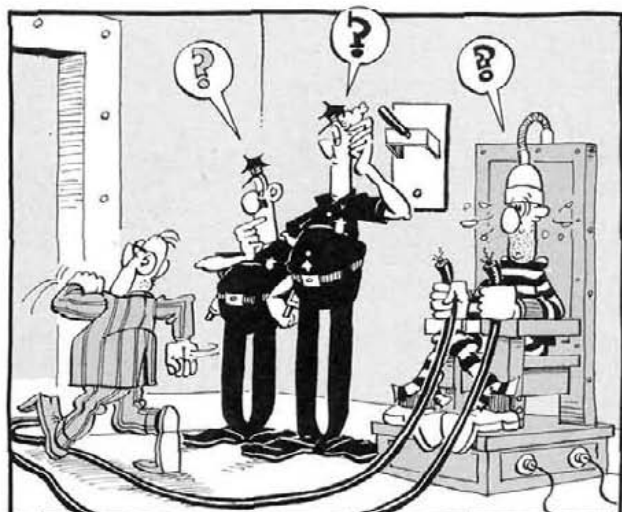
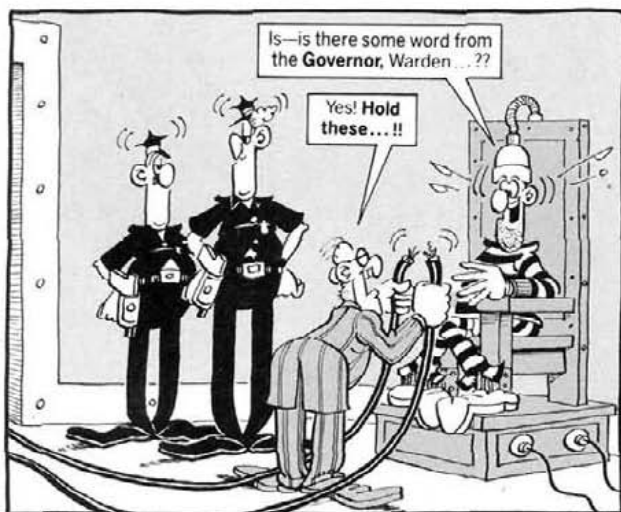
Stiffen! This is weird! All of our kids are **GONE!!** Malady isn't offstage in her room, Smartalex has disappeared from the house, I don't know where Yawnifer is, and **LOOK...!!**

The **NEW** kid has left, too?! This looks like **real** trouble! Maybe we should get some professional help!





ONE FINE MORNING AT STATE PRISON



COMPUTUS DIGITUS



Man enters into the Computer Age. The marvelous new computer frees Man to do really important things ...like building more computers.

HERPES INFECTUS



The one-night stand becomes almost extinct as herpes is spread through the sexual community. Much is written about this *Herpes Infectus*, mostly on Men's Room walls.

BOOM BOX MAN



This unique mutant species carries his music with him, playing it at dangerously high volumes. Although *Boom Box Man* suffers no hearing loss, he does deafen most of the other people around him.

GULLIBUS JOINUS



Known to join cult groups like "The Moonies," "Jews For Jesus," "Hari Krishna" and "EST," there is only one group this species will not join: "The Work Force."

FEMINIS LIBERATUS



A new era begins as the female of the species evolves, asserting her role in the male work force. The male, however, reaps his revenge ...by cooking her dinner.

HOMO HOMO SAPIEN



This species deviates from accepted sexual norms by attracting mates of the same sex. They successfully produce lasting relationships, but they are not as successful at producing offspring.

STONEDHEAD MAN



Following the teachings of his leader, Timothy Leary, *Stonehead Man* attempts to "Learn" through the use of illegal hallucinogenic drugs. Ultimately, he only wants to learn one thing: Where he can go to score more drugs.

By the time Mankind reached the 1960's, he'd evolved into the Nuclear Family. Everybody was happy, everybody ate apple pie and everybody called his father, "Sir!" Since then,

THE EVOLUTION OF

NEO-SONY WALKMANITE



An offshoot of the *Boom Box Man*, the *Walkmanite* almost marks the end of Mankind—as the search for food is replaced by the search for Double "A" size batteries.

VIDEO ADDICTUS



This primate spends his entire life playing video games. There was only one time in recent history when *Video Addictus* was not seen playing a video game: during the '81 blackout.

FANNUS TREKKIUS



The TV show, "Star Trek," is canceled, and an annual religious event is created as millions of this new species, devoted fans, gather to perform a ceremonial death rite for the show. This is now known as a "Convention."

GRO-MAGNON DIMWITTUS



Appearing coincidentally with the birth of the pocket size calculator, this new species is a setback for Mankind as he loses his ability to add, subtract, multiply or divide.

HANGUS TENUM



The surfing craze attracts masses to the coast. New and important phrases like "Far out!" and "Oh, wow!" are originated by this new species. The rest of the English language is lost.

SMELLUS FILTHIUS



Smellus Filthius, or "Hell's Angels," as they are known, also flourishes along coast beaches. However, *Smellus Filthius* never surfs... because no force on Earth can get him even close to water.

SHINNUS SPLINTUS



This determined species jogs miles each day striving for perfect health. However, later tests disclose that health benefits do not stay with him after he stops jogging. But his calcium knee deposits do.

DARWINNERS AND LOSERS DEPT.

Man has undergone drastic changes in his evolution to wind up in the miserable mess he's in today. It's true! All you have to do is check out the evidence in this MAD look at—

THE SPECIES, UPDATED

OSCILLATING FANS DEPT.

Whenever we go to a sporting event, and things get dull and boring on the playing field . . . which happens quite often in the New York area, what with the Mets, Nets,

AFTER THE G

ARTIST: JACK DAVIS

MR. MACHO ... AT THE GAME



...AND AFTER THE GAME IS OVER



THE EAGLE EYE ... AT THE GAME



...AND AFTER THE GAME IS OVER



Giants, Devils, etc. . . we amuse ourselves by looking around at all the characters in the stands (not including ourselves) and wondering what these weirdos are like—

AME IS OVER

WRITER: LOU SILVERSTONE

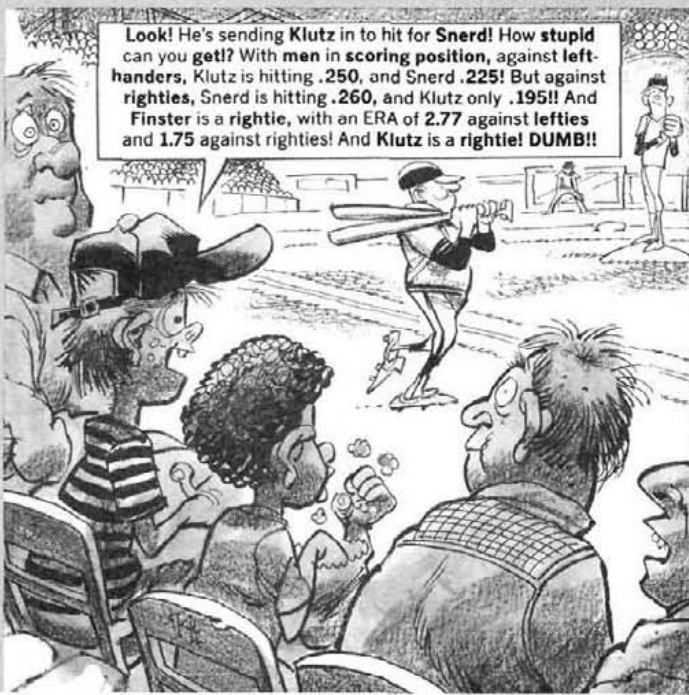
THE ELECTRONIC WHIZ ... AT THE GAME



... AND AFTER THE GAME IS OVER



THE HUMAN COMPUTER ... AT THE GAME



... AND AFTER THE GAME IS OVER



THE VAMPIRE ... AT THE GAME

What is this... the ICE FOLLIES?? This is supposed to be a HOCKEY game!! Let's see some HITTING out there! We wanna see some BLOOD!!



...AND AFTER THE GAME IS OVER

What do you mean, "It's only a scratch"?!! Be careful! It's BLEEDING! Oooooh... that smarts!!



THE HARDY SOUL ... AT THE GAME

C'mon, Ump!! Let's play ball!! What are you afraid of... melting?! It's barely drizzling!!



...AND AFTER THE GAME IS OVER

D'ja hear that, Zelda! It's gonna rain tonight!! I guess we can FORGET about goin' out to visit your parents!!



THE BIG SPENDER ... AT THE GAME

I got this seat from a scalper for only seventy-five bucks! Thanks, and here's a couple of bucks for you!



...AND AFTER THE GAME IS OVER

Five bucks?! You kids want five bucks to go to the movies?! What do you think... money grows on trees?!!



LETTERS ENTERTAIN YOU DEPT.

Back in the mid-1960's, the Motion Picture Association of America came up with its "Code and Rating System" to let moviegoers know ahead of time just what kind of film they were wasting their money on. They came up with four different ratings:

G General Audiences
All ages admitted.



... A goody-goody stamp of approval. No producer wants his film to get this. It guarantees box office failure!

R Restricted. No one under 17 will be admitted without parent or legal guardian.



... We're into the "adult" area. This rating means a film contains two of America's favorites—sex and violence!

PG Parental Guidance Suggested. Some material may not be suitable for all pre-teenagers.



... An indication of some semi-strong language and hints of sex that only Rev. Jerry Falwell would find offensive.

X No under under 17 will be admitted.



... Hard-core pornography here. Sex, sex and more sex!! Watch out for guys with raincoats if you go to this one!

But, like most things in life, this system never really lived up to its expectations. It's too vague and really doesn't tell the moviegoer all he wants or needs to know. Funny enough, that's where this article comes in. Want the *real* low down on what's playing at your local theatre? Then ask the theatre manager to adopt...

THE MAD MOVIE RATING SYSTEM

WRITER: JOHN FICARRA

IDEA BY: BILLY DOHERTY



BB

This film contains at least one eye-popping, full frontal shot of a well-known actress's fabulous Bare Breasts.



SH

You will develop a Splitting Headache about 10 minutes into this film from wearing the cheap 3-D glasses.



FD

Good First Date movie. Sexy, but not so dirty that your date will think that sex is all you think about, even though it really is!



DS

Good Dolby Sound but not much else. If your local theatre has a cheesy sound system from the Eisenhower Administration, don't waste your time.



RO

This film is a lousy, lewd ripoff of Porky's, equally lousy and lewd.



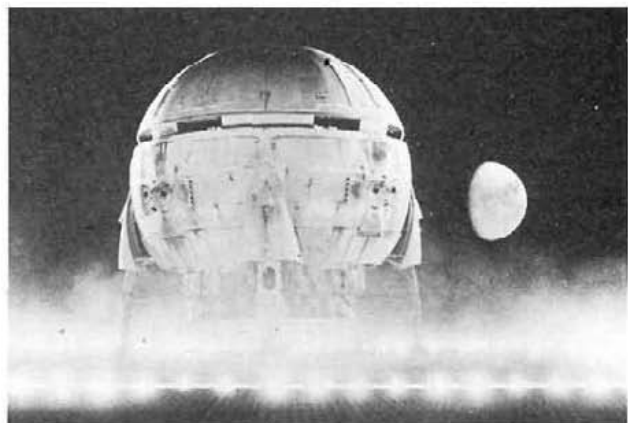
NS

Attention horny teenage boys! Do not be misled by this film's "R" rating. The "R" was given for violence and language, Not Sex scenes.



OK

An OK film, but not worth \$5 admission. Wait for it to come on cable and spend the \$5 on a large pizza.



GP

This film becomes an awesome experience when you sit in the front row and are smashed on some Good Pot



PB

The only morons who'll go to this "el bombo" are those who drooled over the nude pix of the female star of this movie in "Playboy".



ST

Sub-Titles. The critics will hail this "brilliant" foreign film. The average American moviegoer will be totally lost in about 10 minutes.



ZZ

Another pseudo-intellectual American director pays boring homage to the very boring Bergman or Fellini. You'll fall asleep in your popcorn.



MS

A mediocre MAD satire will be done on this film around 18 months from now, long after it's all played out.

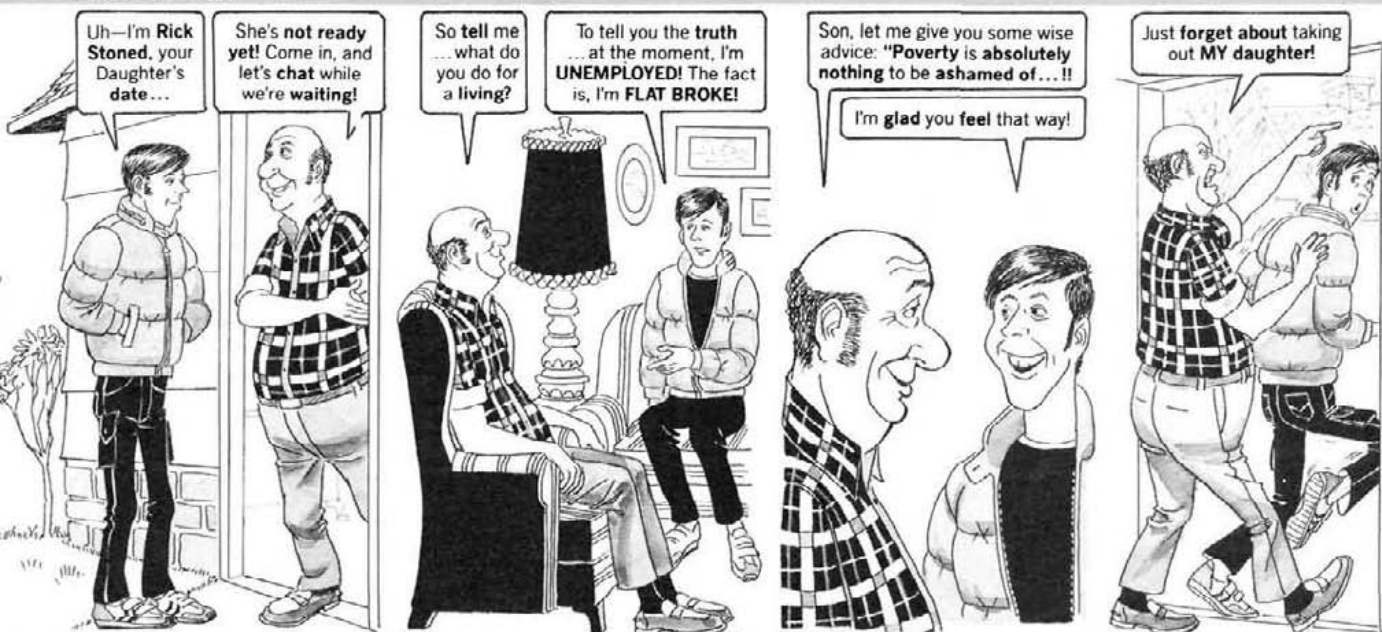
THE JOB



BERG'S-EYE VIEW DEPT.

THE LIGHTE

DATING



ANSWERING MACHINES



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

SECRETS



HEALTH



MONEY



SCHOOL



RELATIVITY



COMFORT



DOCTORS



RESTAURANTS



MARRIAGE



I'm getting a divorce!!

Oh, no...!! But... why??

That boorish, idiot Husband of mine has taken all of the **ROMANCE** out of our marriage!

My goodness! What did he do?

He had an argument with his **best friend**...and he told him that's he's **not welcome** in our home any more!!



PETS

Mom... Dad... I'd really love to have a pet! Will you buy me a puppy...??

No! Absolutely not! Under no circumstances can you have a whining, messy, untrained dog!

Uh... then, can I have a **baby brother**...??

I think the pet store is still open...!!



MEDICATIONS

CONK

Who threw this bottle of medication...and nearly busted my head open???

The baby did it!

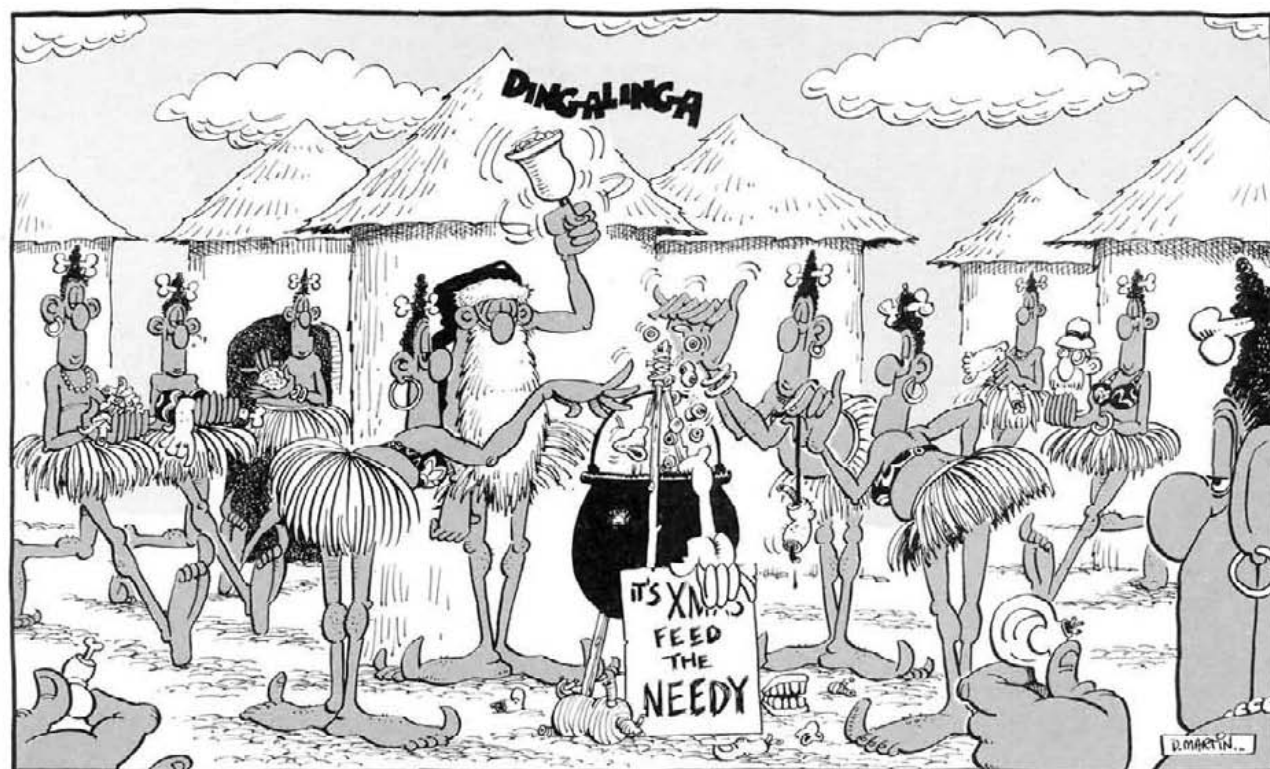
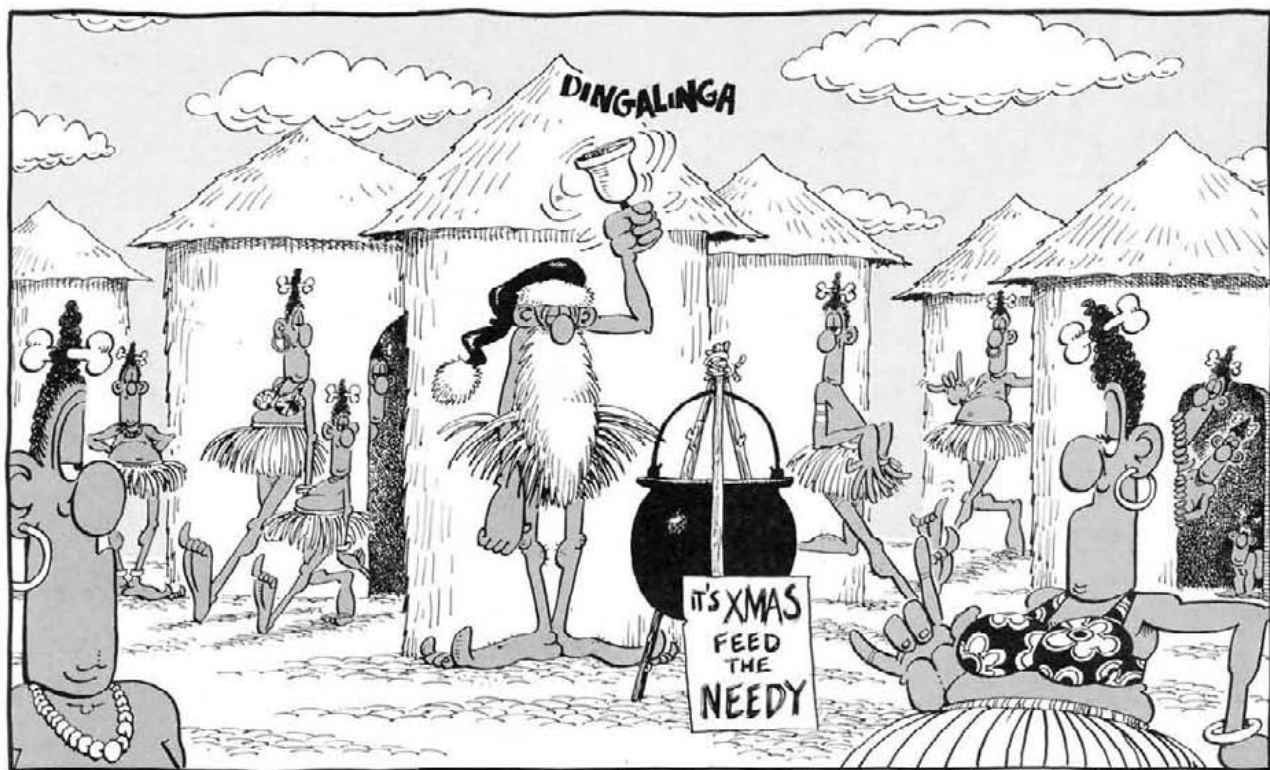
What's the matter with you? Can't you read instructions?

WHAT instructions...??

It says very clearly... **"DANGER! KEEP OUT OF THE REACH OF CHILDREN!"**



ONE FINE CHRISTMAS IN THE JUNGLE



HERE'S A
NEW MAD
LOOK AT
THE SHAPE
OF THINGS!
WE CALL
THEM...

● WEAR A **KKK HAT** AND YOU'LL BE INVITING TROUBLE FROM SOMEONE WEARING A **COP'S HAT** WHO REACHES FOR HIS **HOLSTER** AS A LIBERAL ONLOOKER APPLAUDS LIKE A **SEAL**

● THINK TWICE

GAY POWER

CEFUL. HE'S FEELING HIS
BEFORE DEC

MAD
TURN-
AROUNDS

● HIT TH
ERAL
URN



...ING TO
LOOK DOWN ON THE
CHIM GUY
HAIR
DRYER TO MAKE
A LIVING. TODAY, THIS
BIRD IS FAR FROM PEAK

COMES TO SOMETHING
GUN, BUT WHEN IT
OR HIS FAVORITE **PUTTER** OR HIS
PIPE
● HE CAN'T REMEMBER WHERE HE LEFT HIS
THAT YOU DID, HE HAS A MEMORY LIKE AN
ELEPHANT

FUN
UP AND EMPTY INTO A **VACUUM**
JUST OF YOU THEY'LL
AND WHAT'S LEFT
LAVA LAMP
LOOKING LIKE A
WILL END UP
BEFORE YOU DRIVE! YOUR CAR
COCKTAIL SHAKER

Every week that goes by, there are newspaper stories about someone perfecting a new drug that promises to cure some dreaded disease. Well, there's no need to wade through any more of these reports because **MAD** now wraps up the entire problem. Simply fill in the blanks in the clipping below with your choice from the corresponding numbered lists, and you'll have—

MAD'S

ALL-INCLUSIVE DO-IT-YOURSELF NEW MEDICAL BREAKTHROUGH NEWSPAPER STORY

A new drug for curing _____ (1) _____

has been perfected by _____ (2) _____

_____ (3) _____ (4) _____

The breakthrough follows years of testing
the effects of _____ (5) _____ on

_____ (6) _____ and should

_____ (7) _____ people who

_____ (8) _____ and _____ (9) _____

Created _____ (10) _____, the new drug

_____ (11) _____ and is _____ (12) _____

(1)

cancer

heart disease

the common cold

hangovers

jungle rot

adolescence

belching in public

the Rams' poor pass rush

belief in the tooth fairy

throwing up on blind dates

hooking tee shots

Fozzi Bear's gland problem

(5)

carcinogens

stress

mud wrestling

rhubarb sundaes

Japanese imports

lousy Mad premises

the metric system

Saran Wrap

"The Dukes of Hazzard"

steamrollers

inadequate wiring

a full-court press

(9)

want to be helped

squint

fall asleep during sex

collect stuffed owls

are bullish on America

prefer Tums to Roloids

talk to themselves

get stoned on Flag Day

jog naked

still root for the Padres

eat frozen foods frozen

are allergic to Ted Koppel



2

a team of
some 900
preppie
glow-in-the-dark
gung-ho
Norwegian
sulking
undercover
the last remaining
blindfolded
bombed-out
hairless

3

scientists
doctors
meter maids
Satan worshippers
tree surgeons
elves
furriers
hitmen
cliff-dwellers
flashers
Moonies
Bosco freaks

4

at Harvard
at Johns Hopkins
at Caesar's Palace
in drag
looking for a fast buck
on parole
playing "Missile Command"
driving south on Interstate 5
in Three Rivers stadium
in a trance
hanging by their thumbs
dressed in bad taste

6

laboratory mice
rhesus monkeys
timid opossums
out-of-work droids
bats with overbite
Morley Safer
punched-out winos
Omaha
fat machinists
baton-twirlers
Munchkins
natural blondes

7

provide relief for
extend the life of
mildly entertain
reduce the taxes of
improve the regularity of
bust the chops of
coat the tongues of
have no effect on
increase the mileage of
destroy the marriages of
bring a touch of old Vienna to
vulcanize

8

suffer from the disease
are in their sixties
hoard Twinkies
do not recognize February
are into goat's milk
save old TV Guides
snort unbleached flour
sleep with a nightlight
take baths with their pets
gargle with Brut
starch their underwear
talk to rocks

10

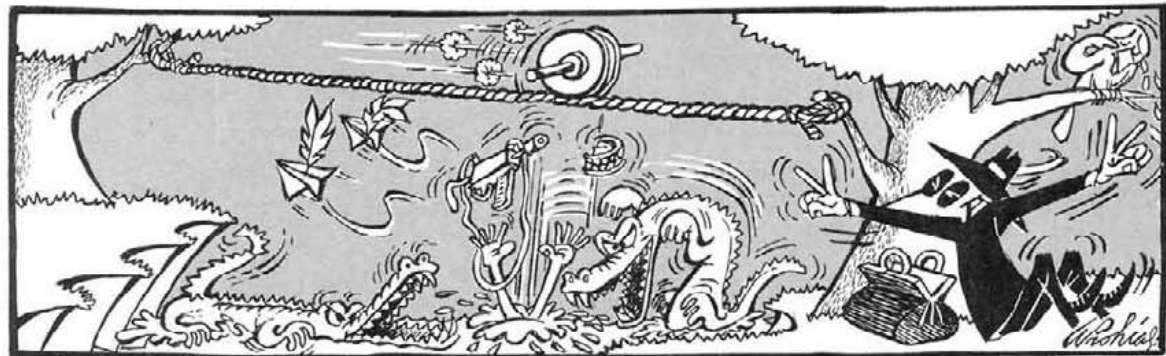
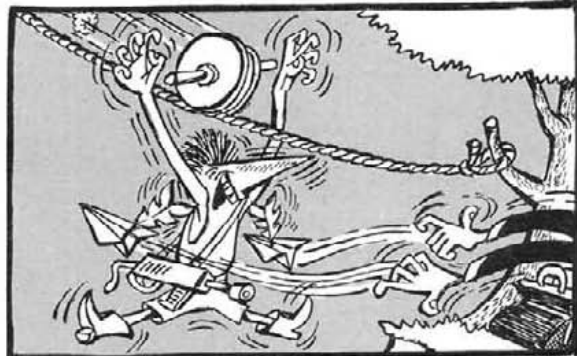
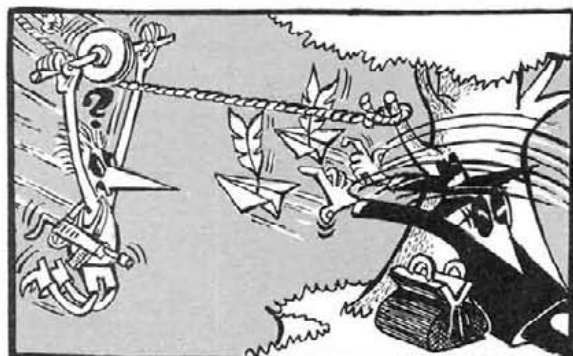
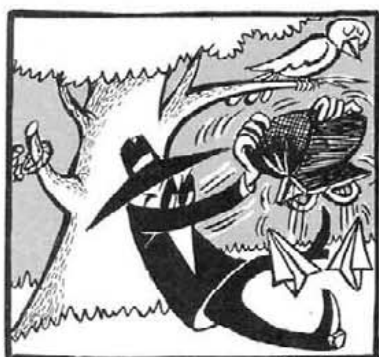
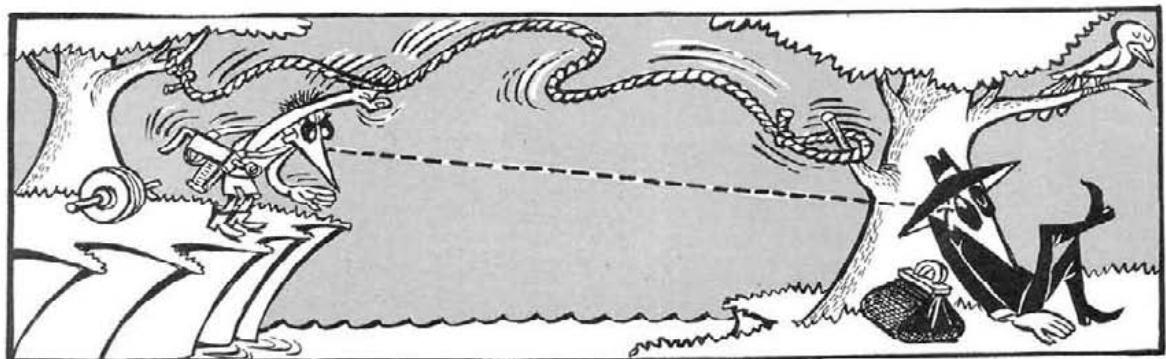
through a new chemical process
from moth wings
in a Peoria toolshed
by accident
during the 1982 Super Bowl
out of old batteries
from a Gypsy recipe
during a computer breakdown
in decorator colors
out of sheer boredom
specially for television
as an 18-foot lozenge

11

is taken orally
is applied externally
hooks into your stereo
smells like old socks
is mostly aspirin
kills household odors
leaks
has a dumb name
inflates automatically
dissolves plastic
is polyunsaturated
attracts flies

12

not available to the public
not available to the public
not available to the public
not available to the public
not available to the public
not available to the public
not available to the public
not available to the public
not available to the public
not available to the public
not available to the public
not available to the public



A "percentage" is a portion of a whole, expressed in hundredths. For example, 80% of all articles printed in MAD have introductions preceding them. So, while this particular article needs no introduction, MAD's Editor made me write one, just to keep up the percentage. The title of the article, in case you haven't already guessed... and we're betting that at least 95% of you have... is appropriately called:

%% %% %% MAD %% %% %% PERCENTAGES

ARTIST: PAUL COKER WRITER: JOHN FICARRA

400%



...is the average mark-up on any candy bar sold at a movie theater snack bar.

9%



...of Atari Game System owners still play the "Combat" cartridge.

.0001%



...is the portion you would have had to own of "ET" to be a millionaire today.

2%



...of all house thieves are actually tricked by phony "Beware of Dog" signs.

7%



...of America's sales help really mean it when they tell you "Have a nice day!"

5.6%



...of Professional Hockey Players have all of their original teeth.

3.9%



...of America's movie-goers prefer Woody Allen's later pictures over his older ones.

91.4%



... of the American public got suckered into buying a Rubik's cube. (7.2% of these people solved more than two sides).

59.8%



... of American consumers will be convinced to buy a home computer this year. (3.1% will actually have a need for one.)

89%



...of MAD readers who started this article stopped before they got this far.

0.3%



...of all toupees currently on the market look like real hair.

4%



...of America's students read the whole book before writing a book report on it.

64.7%



...of the copies made on a company's Xerox machine have nothing whatsoever to do with official company business.

14.5%



...of Americans have mastered the art of not flinching when they look at their utility bill!

293%



...is how much Mars Candy Company stock would have gone up if it had let them use M & M's instead of Reese's Pieces in "E.T."

12%

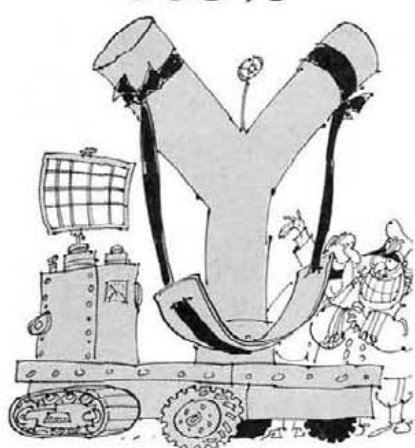
... of all U.S. criminals are tried for the crimes they actually commit rather than some plea-bargained reduced charge.

83.5%

... of United Nations delegates aren't paying any attention to the speeches on any given day.

53%

... of all men's cologne bottled in the U.S. is never opened, just passed along as a gift from one person to the next.

509%

... is about how much any weapon for the Pentagon runs over budget.

28.3%

... of consumers read the directions before attempting to assemble something.

1%

... of all pet goldfish purchased live past the first or second week.

37%

... of Americans know where El Salvador is located. (6% know which side the U.S. supports.)

.014%

... of the money from Ronald Reagan's "trickle-down" economic theory actually trickles down to those who need it.

77%

... of the parking spaces reserved for the Handicapped are used every day. (4.3% are used by people who are actually disabled.)

DRIVE SHAFTS DEPT.

Are you getting bored with those tiresome bumper sticker messages you see on just about every car these days? It's time to strike back! How?? For each idiotic message you cannot stand, write an

SNAPPY ANSWERS TO ST

*ANY SIMILARITY TO AL JAFFEE'S POPULAR "SNAPPY ANSWERS TO ST

RECYCLERS DO IT MORE THAN ONCE

SO DO LITTERERS,
ONLY THEY DO IT SLOPPIER!

AMERICA... LOVE IT OR LEAVE IT

I ONLY SORT OF LIKE IT!
CAN I LIVE ON THE CANADIAN BORDER?

MY OTHER CAR IS A PORSCHE

NOT ANY MORE! I JUST STOLE IT!

I brake for ANIMALS

WONDERFUL! Now, how about
braking for people?

I ♥ MY DOG

THAT'S NOT A NICE THING
TO CALL YOUR GIRL!

appropriate "comeback" on a sticker of your own. Then, when you spot an offending car, ride along-

side of it with your corresponding zinger! We'll show you what we mean with these MAD examples of

UPID BUMPER STICKERS*

*STUPID QUESTIONS" IS PURELY BECAUSE WE SWIPED IT!

ARTIST: BOB CLARKE

WRITER: LARRY SIEGEL

HAVE YOU HUGGED YOUR
WIFE LATELY?

NO! I'M HAVING TOO MUCH
FUN WITH YOURS!

I'd rather be SKIING

THE WAY YOU DRIVE,
I THOUGHT YOU WERE!

IF YOU CAN READ THIS, YOU'RE DRIVING TOO CLOSE

IF YOUR STICKER WAS BIGGER, I WOULDN'T
HAVE TO DRIVE SO CLOSE TO READ IT!

I ♥ N.Y.

SO DID I TELL A MUGGER ♣ED
ME AND GRABBED MY ♦S

ONE NUCLEAR BOMB CAN
RUIN YOUR WHOLE DAY

ONE BOMB BUMPER STICKER
JUST RUINED MINE!

DUPES AND DON'TS DEPT.

Ever lie awake at night, wishing you could re-live some important moment in your life because you just thought of a clever retort you could have made at the time? Unfortunately, most of us never seem to hit upon the best thing to say until long after we've already made fools of ourselves by saying the worst possible thing! Well, fret no longer! MAD now instructs all its clod readers in

THE BEST...A THINGS TO SAY

WHEN SOME BIGGER KIDS SAY...

It'll cost you a nickel to walk down this block, kid!



THE BEST THING TO SAY IS...

I'll go get the money from my Dad, the Cop!



THE WORST THING TO SAY IS...

Can you change a twenty...?



WHEN A FOREIGN FLUNKY SAYS...

I am sorry, but you do not have the proper documents to leave the country! Please come with me...



THE BEST THING TO SAY IS...

I'd gladly buy the proper documents from you right here, but I never can remember if it's ten pesos to the dollar... or ten dollars to the peso!



THE WORST THING TO SAY IS...

Listen, your Mickey Mouse laws don't apply to me! I'm an American citizen!



WHEN AN ANGRY TEACHER SAYS...

And where is your book report, young man...?!



THE BEST THING TO SAY IS...

I had to use it to beat out the flames when I caught some vandals trying to set fire to your car this morning!



THE WORST THING TO SAY IS...

I didn't know you assigned one! That must've been the day I cut class!!





AND THE WORST... FOR EVERY OCCASION

ARTIST: GEORGE WOODBRIDGE

WRITER: TOM KOCH

WHEN YOUR DATE'S FATHER SAYS...

Have her home by **eleven**, or you'll be in **big trouble**, young fella...!



THE BEST THING TO SAY IS...

Okay... but I'll hate to tell the **Pastor** that you're the one who's making us leave **Choir Practice** early!



THE WORST THING TO SAY IS...

Okay, but that'll only give us enough time to go to a **motel right here in town**, and somebody might **recognize us**!



WHEN AN OBNOXIOUS GUY SAYS...

How about a fling around the **dance floor**, Kiddo?



THE BEST THING TO SAY IS...

You're awfully brave to ask me to dance... or haven't you **heard** that I've been exposed to **herpes**...?!



THE WORST THING TO SAY IS...

Sorry, but I was planning to get some **fresh air** by taking a **stroll** down by the lake in the **moonlight**!



WHEN A GUY WITH A GUN SAYS...

Empty out the **cash drawer**, and put all the dough in this **bag**!



THE BEST THING TO SAY IS...

Happy to oblige! It's not my money, and I **never** liked the capitalist swine who owns this place anyway!



THE WORST THING TO SAY IS...

What good will the money do you?! Now that I've seen your **face**, I'll be able to **identify you** from a **Police Mug Shot Book** in **nothing flat**!



WHEN YOUR STEAMING DAD SAYS ...

You bum! Do you know what time it is?



THE BEST THING TO SAY IS ...

How could I?! They stole my watch before they made me spend hours and hours locked in the trunk of my car!



THE WORST THING TO SAY IS ...

Jeeze... I sure hope you didn't get up in the middle of the night just to ask me a bunch of stupid questions!



WHEN THE SCHOOL NERD SAYS ...

Hello, Honey! (gasp... gasp!) Y'know what I'd like (wheeze) to do to you?



THE BEST THING TO SAY IS ...

I know! Probably send me one of those baskets they'll teach you to weave after they've committed you to the State Home For The Criminally Weird!



THE WORST THING TO SAY IS ...

I can't hear you over this bad phone connection! Do you want to drop by and tell me all about it in person?



WHEN A STRANGE CALLER SAYS ...

Are you doing anything Saturday night?



THE BEST THING TO SAY IS ...

Yes... but maybe Warren Beatty won't notice if I leave the party early!



THE WORST THING TO SAY IS ...

Not a thing! I was planning to spend the entire evening sitting by the phone in case you decided to call!



WHEN AN ENLISTMENT SGT. SAYS ...

What's the matter, Pal?!? Too chicken to serve your country?!



THE BEST THING TO SAY IS ...

Don't call attention to me, fool! I'm on an undercover mission for the CIA!



THE WORST THING TO SAY IS ...

I'm not afraid of anything!! Just show me where to sign!!



WHEN A SOLICITING PRIEST SAYS...

Our Church is raising funds for the wayward girls entrusted to our care!



THE BEST THING TO SAY IS...

I wish you the best of luck because you're doing a wonderful job! 'Bye!!



THE WORST THING TO SAY IS...

Count me in! How much will it cost to get one of your most wayward ones for this Saturday night...?



WHEN A TOUGH BULLY-TYPE SAYS...

Le'me go ahead of you, Shorty! I only got this one item here!



THE BEST THING TO SAY IS...

You look very familiar! Weren't you one of my students in the Advanced Karate class I taught last year...?



THE WORST THING TO SAY IS...

Does that mean you don't plan on paying for all the stuff in your pockets that you shoplifted...?



WHEN A SNIDE LIBRARIAN SAYS...

These books are all overdue! That'll be a dollar-twenty!



THE BEST THING TO SAY IS...

I had a hunch I shouldn't have gotten involved when I found them at the bus stop and decided to be a good citizen!



THE WORST THING TO SAY IS...

That seems cheap enough, considering all the pictures I cut out of them!



WHEN A MOTORCYCLE COP SAYS...

Awright...! Where's the fire...?!



IF YOU'RE A GIRL... THE BEST THING TO SAY IS...

...In the flashing brilliance of your gorgeous eyes, Officer!



IF YOU'RE A BOY... THE WORST THING TO SAY IS...

...In the flashing brilliance of your gorgeous eyes, Officer!



THE PASSION

...AS SEEN
BEHIND
VERY TALL



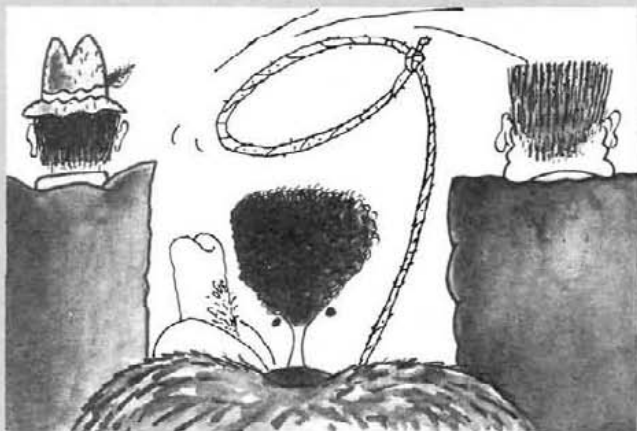
The Red Square May Day Parade



The Pinkoosie H.S. Marching Band Parade



The Ranklin-Bokum-Baskum Circus Parade



38 The Annual Calgary Stampede Rodeo Parade



The Oscar Awards Celebrity Parade

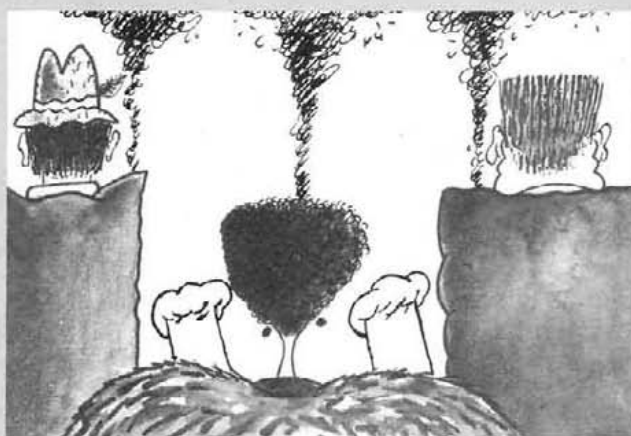
ING PARADE

EN FROM

ND A

L CROWD

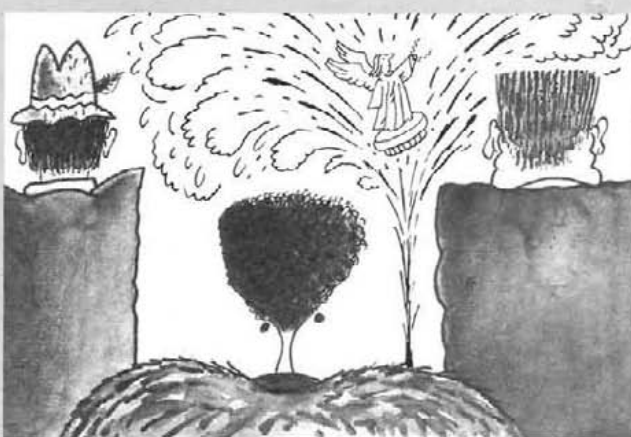
WRITER AND ARTIST: PAUL PETER PORGES



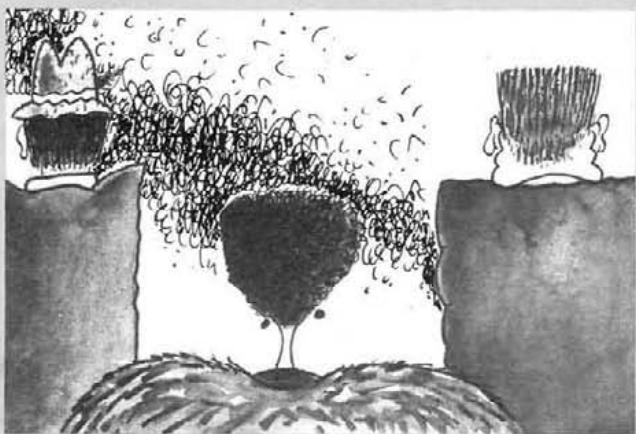
The Parade Of Bar Mitzvah Flambé Desserts



The New Orleans Mardi Gras Parade



The Annual Rotorua Antique Car Parade



The Entrance Of The Olympic Flame



Macy's Annual Thanksgiving Day Parade 39

CHEERY-ODES DEPT.

You've finished with Don Martin
And our spoof of this month's flick;
You've figured out the Fold-In
And not once did you get sick;
The best is now behind you;
Still, we'll toss you one more crumb;
So brace yourself, Mad readers,
For the verse is yet to come.

POEM

Rejoice!

When some dear friend drives off a bridge,
Rejoice should he survive!
And when that friend is beaten up,
Rejoice if he's alive!
And should that friend get deathly ill,
Rejoice if he pulls through!
But by and large and most of all,
Rejoice it wasn't you!

Determination

Well, sure it's tough when you've been creamed
To rise up off the floor;
And sure it takes a lot of guts
To risk your hide once more;
While other guys might chicken out,
You've got to keep persisting;
Because, who knows? One night you'll date
A girl who's not resisting.

Devotion

He trots along behind you,
And he's loyal and well-trained;
He can sit up and roll over
And he never has complained;
And he always comes a-running
Every time his name you call;
But what else were you expecting?
He's your husband, after all.

On Growing Old

Your hair has turned to silver
And deep wrinkles line your face;
Your memory is failing
And your teeth don't stay in place;
Yet even though you're stooped and bent,
And energy you're short of,
Kneel down and thank the Lord above
That you're alive—well, sort of.

MS

WRITER: FRANK JACOBS

*...To Inspire You And Bring
Hope To Your Heart And Make
You Feel A Whole Lot Better*

Solitude

They say that you're a loner,
But on that you disagree;
You have a thousand thoughts and dreams
To keep you company;
You like the lonely life you lead;
On that you are resolved;
Besides, with all the crime out there,
Who wants to get involved?

Blessings

There are riches in the hearts of friends
You'll never find in banks;
There is wealth beyond your wildest dreams
In one small word of thanks;
There is gold within the sunset as
It glimmers in the west—
But all that crap won't keep your car
From being repossessed!

Deliverance

You've blown the deal, you've missed the boat,
You've lost the crucial game;
And now you face yourself and say
That you're the one to blame;
When guilt and shame and self-reproach
Lie heavy on your head,
Break free of burdens such as these—
Blame someone else instead.

Forgiveness

The friend who ran off with your wife—
Forgive him for his lust;
The chum who sold you phony stocks—
Forgive his breach of trust;
The pal who schemed behind your back—
Forgive his evil work;
And when you're done, forgive yourself
For being such a jerk.

Hi, all you "Law-And-Order" fans! I am retired Judge Milton C. Hardhassle! I now spend my free time catching felons who were brought before me in Court, and who were freed on some small technicalities...like being innocent, or nonsense like that! So I've gone from UPHOLDING the Law to BREAKING IT...about a dozen times per episode...seeing that Justice is done...or at the very least, that an hour of Prime Time is filled violently!

I'm Marked McCorny, an ex-con on parole, who was placed in the Judge's custody! Before the Judge took me under his wing, I used to ride around in **fast cars**, make it with **fast women**, get into **terrible trouble** and **get arrested** a lot! Thanks to the **Judge**, I **STILL** ride around in **fast cars**, make it with **fast women** and get into **terrible trouble**... only **NOW**, I no longer **worry** about **getting arrested**! And to **think**... there are **people** who say, "Today's Judicial System just **doesn't work**!"

I'm the **CAR** in this series! No, don't freak out because I'm talking! On the actual show, I'm **NOT ALLOWED** to talk! You see... that's the **only** way the TV audience can **distinguish** between this series and "Knut Rider"! If the **car TALKS**, you're watching "Knut Rider"! If it **DON'T**, then you must be watching...



HARDHASSLE AND MCCORNY



ARTIST: ANGELO TORRES

WRITER: DICK DE BARTOLO





Hey, that was a rowdy little wine, wasn't it!

One of the guys at the bar looked familiar! I think it was Guido the Gimp, or Peter the Pimp, or Winnie the Wimp....!!

Don't get carried away, Your Honor! That was Solly the Skimp! He's the Bartender!

C'mon, McCorny! Let's get out of here on the double!

That's what I like about you, Judge! **Nothing** fazes you! You're going after the guy who sent you that dynamite wine bottle, eh?

No, I'm running out on the check! I'm retired, and you're unemployed! Who can afford to eat in a fancy restaurant like this! C'mon, let's go!!



What kind of coat did you check, Sir??

Oh, no coat!! I checked my CAR! It's a bright red, low-slung sports car!

Uh... would you mind stepping in and pointing it out? A lot of TV folks eat here, and we've got dozens of cars checked here that match that description!!

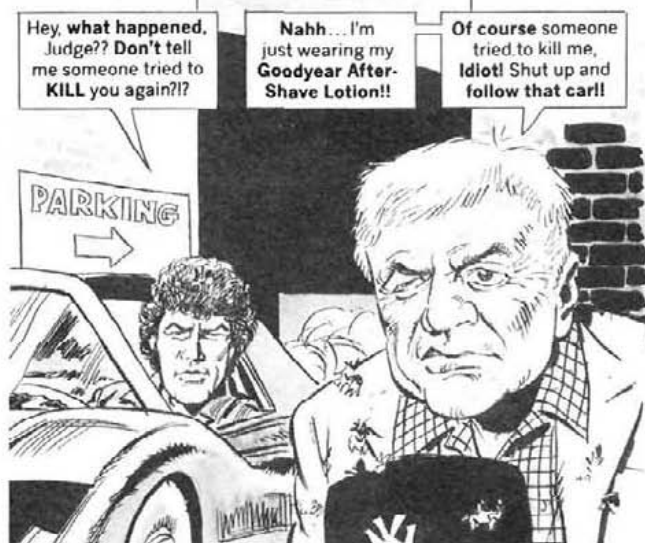


Y'know, you're a pretty foxy-looking chick! How would you feel about going out on a date with a macho guy?

Oh, I'd love it! What night is the Judge free?

I know you said that as a little joke... but just remember that this show has a "three little joke minimum"!

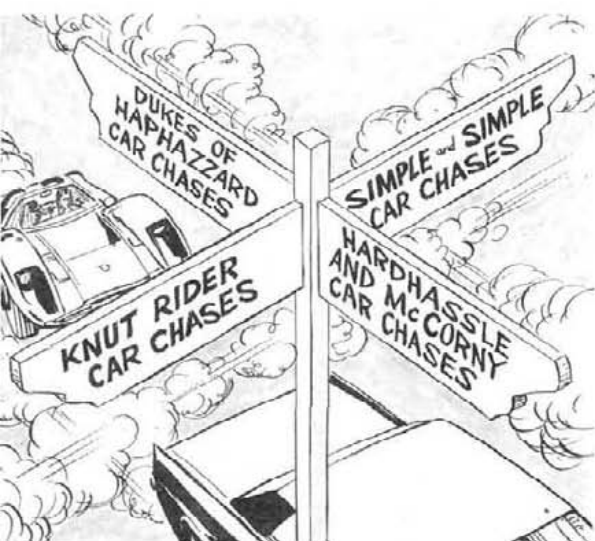
Yeah, and it ALSO has a "six barf minimum," which YOU'VE already exceeded!!



Hey, what happened, Judge?? Don't tell me someone tried to KILL you again?!

Nahh... I'm just wearing my Goodyear After-Shave Lotion!!

Of course someone tried to kill me, Idiot! Shut up and follow that car!!



...and the Rams are crossing the 50-yard line with the ball...

...while the bad guys are crossing the 40-yard line with their car...

...and McCorny is crossing the 20-yard line with HIS car!!



Boy... TV producers sure are getting desperate for new locales to hold car chases! That one is taking place in the OCEAN!

Y'know, McCorny, there are many disadvantages to a low-slung sports car like this—especially in an UNDERWATER CAR CHASE... *glug... glug!*

Well... those dirty rats got away from us! Uh—did you manage to get their license plate number...?

I did better than that!! Take a look at this...!! I got their whole license plate! Their bumper tell off during the car chase!

I'll just look in my files and see which thug owns the license plate "BAD GUYS"!

Judge, did it ever occur to you that the entire Justice System in L.A. could be all screwed up because you have most of the Court's records hidden here in your house???

Well, I just took a few files home to read each night... and after doing that for over 50 years, it just kinda added up...!



Ahhh! Here we are! That license plate belongs to Carl the Counterfeiter! He was arrested for printing \$20 bills with Jackson's picture on them!

But isn't Jackson's picture SUPPOSED to be on the \$20 bill...?

Yeah! But ANDREW Jackson! NOT Michael Jackson!

I sent him to prison, but he escaped! He bribed a guard with thousands of \$100 bills with Franklin's picture on them...!

No... ARETHA Franklin! Let's check out his last known address!!

Benjamin Franklin??



THE BETA VHS VIDEO STORE

ALL THE LATEST HOLLYWOOD MOVIES—ON TAPE—ON SALE

Look at that!! Carl must've joined forces with some tape pirates!

Any relation to Pittsburg Pirates...?

Absolutely none! Just like this show has no relation to entertainment!

Uh—just joking, Judge! The TV audience expects ex-cons who've been brutalized by guards and other ex-cons to have a certain GAY, WHIMSICAL approach to life!

"X-RATED" MOVIES MARKED DOWN TO "PG"



Boy, these guys are tape pirates of the FIRST ORDER!! They steal movies before they're even released, make dups and sell them in stores like this!

They even steal movies and dupe them BEFORE they're MADE!! Look at these titles...!! "ROCKY IV"! "SUPERMAN IV"! "JAWS IV"! "STAR TREK IV"

We have to get proof that the tapes they're selling are illegal! Pose as a customer and buy some!!

BUY some?! Why don't I just STEAL some???

McCorny, you don't fight a crime with a crime!!

Why not? it works with FIRE!

Uh... I'm interested in buying some hot tapes!!

I'm not interested in THOSE kind of hot tapes, Mister!

Well, we just got in "King Kong and the Pom-Pom Girls" and "Amazon Women Invade the Wonderful World of Nude Mud Wrestling" and "Deep Throat, Nostril and—"

Oh, I get the picture! How about "Muscle Men of Muscle Beach Meet Charles Atlas"?



Uh... excuse me! Did I say "hot" tapes? I meant "hit" tapes! Tapes of hit movies that won't open in theaters for months!

Listen, Mac... if you're talking about buying illegally pirated tapes of future movies, YOU'VE COME TO THE WRONG PLACE!

Step over to that OTHER COUNTER!! There's where we sell the illegally pirated tapes of future movies!!



Okay! Now, I just got a shipment of "The Empire Strikes For More Pay" and "Indiana Jones and The Temple of The Hasidim"....!

Well, if you have nothing newer, I'll take one of each! Here's a \$50 bill!

I got a feeling this bill is counterfeit! It's got a picture of Ulysses Grant on it!

Yeah! So??

It should be CARY GRANT!



Okay I got some tapes! Now what??

Let's check out the address on them... and see if it's the headquarters for the operation....!

Shouldn't we call the cops?

Hell, no!! There are so many detective shows... and so few plots... let's keep this one all to ourselves!!



Shall we do our weekly "Clever Plan"?

Right! I'll go in... sign up as a truck driver... and risk my life trying to find out who "Mr. Big" is!

And I'll do the important work... sit in the car and flash my Judge's I.D. in case a cop tries to give us a ticket for "Illegal Parking"!

HEADQUARTERS FOR THE OPERATION OF ILLEGAL TAPES, INC. COME ANY CLOSER AND YOU'LL BE SHOT



I'd like a job!

Yeah? Well, we ain't hiring—unless youse got references!

I got references! This arm was broken by Carlo the Crusher, this scar was inflicted by Stevie the Slasher, and this vertebrate was crushed by Bruno the Bouncer! Okay...?

Youse got a real nice "Resume," kid!



I'd love to offer youse... a total stranger who just walked into this multi-million dollar illegal scam... a job! But—can we trust yuh?

What? Are you kidding?? I've never filed an Income Tax return, I've collected Medicare, Welfare and Unemployment under forty phony names, and I've forged thousands of signatures on checks and credit cards!

I like you, kid! You're honest!



Are you okay, McCorny...?

What makes you say that...?

I appreciate your concern, Judge, but you always manage to ask about my health at odd times, and in dumb ways that blow my cover!!

Well, for openers, you make it just a little bit difficult for me when you walk in wearing your Judicial robes!



So we meet again, Hardhassle! You tried to throw the book at me once—but I ducked! Now I'm gonna get even at last, and throw a bullet at you—by firing this gun!

Listen, Carl...

And YOU shut your mouth, Punk!!

You don't scare me, Carl! I've done time in the slammer, too!

Oh, yeah?!? I was in for murder and extortion! What were YOU in for?

Assaulting innocent bystanders with attempted humor!

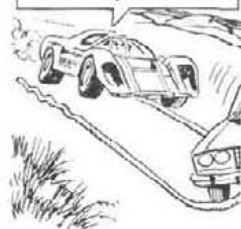


Let's see you try to escape now, wise guys! You're tied up with video tape! And not cheap junk, either! I'm talking about the chrome stuff!

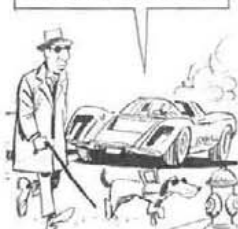
But we can break out of this stuff easy!

Then in that case, we'll have one more car chase before the show ends! See you on the highway...

McCorny! Watch out for that hairpin turn...!



Careful! You're coming to a blind corner...!



Look out for that fork in the road!!



Thank God!! There's the sign we've been waiting for...!!



Holy Cow, did you see that? Carl missed that last turn and went right off the road and down the mountain...!

And talk about wrapping up a show fast, he crash-landed right into the yard of the Los Angeles City Prison!!



Hey, McCorny! Every week, we do so many things that are outside the Law... why don't we just GO ALL THE WAY, and take over the tape pirating operation for ourselves?!

Judge, I like the way you think!!

Wow! I must be weirder than I thought!

I just don't know, McCorny! Business couldn't be worse!

Maybe we shouldn't have switched from pirating movies to pirating TV shows!

You're probably right! But I was sure people would be breaking our doors down to get copies of future "Hardhassle and McCorny" shows!!

And look at all this other great stuff we're selling! Illegal copies of "Whiz Kids," "Lottery," "Mama Malone," "Manimal," "The Rousters" and fifty-four attempts at "The McLain Stevenson Show"...!!

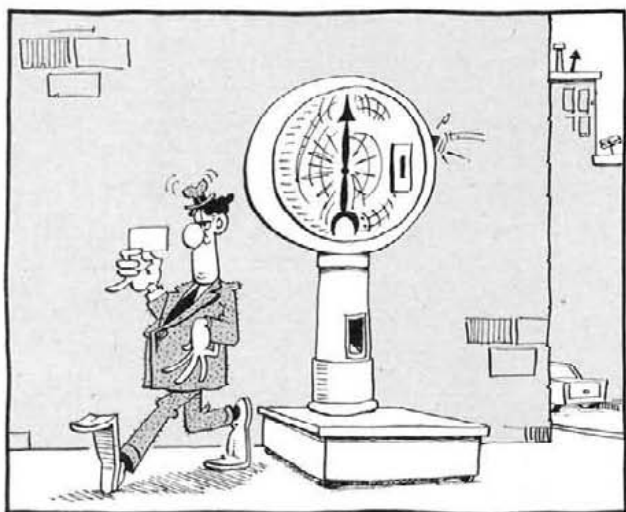
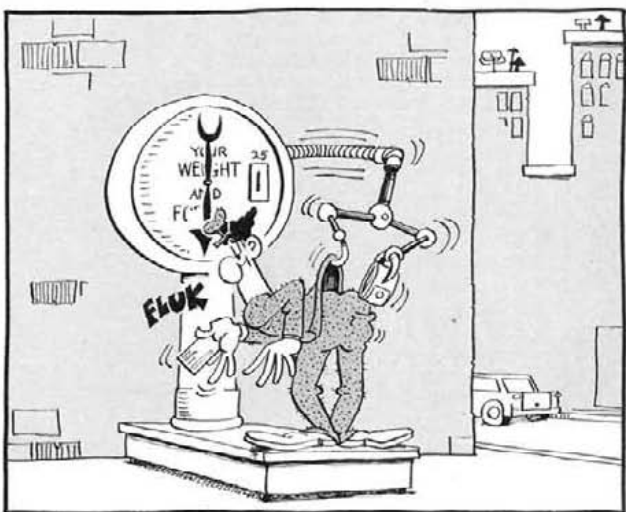
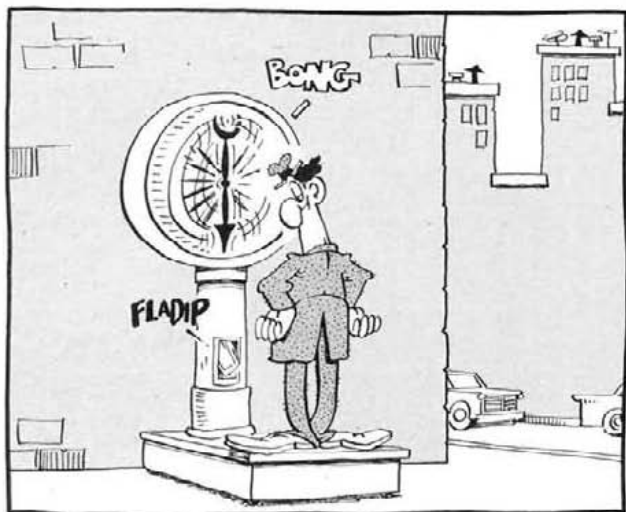
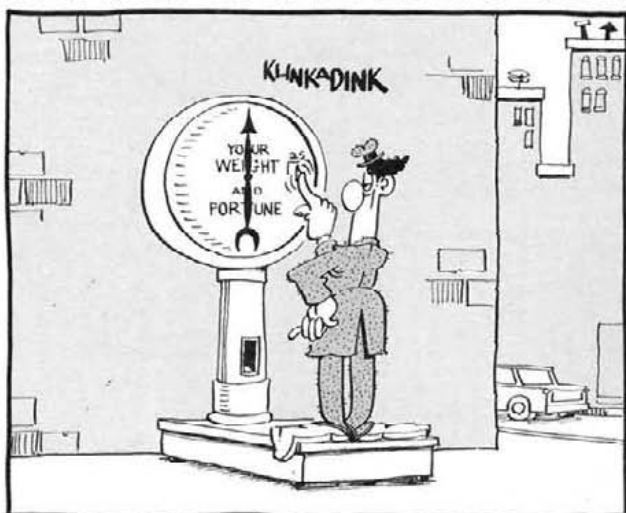
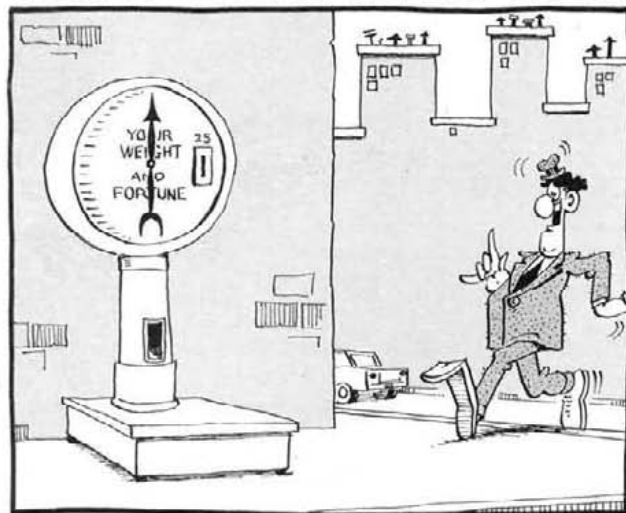


THE BETA VHS VIDEO STORE

GIANT MARK DOWNS—90% OFF—BUY ONE, GET TEN FREE



ONE FINE AFTERNOON DOWNTOWN



**WHO HAD A
HAND IN
PROMOTING
A HOT NEW
EROTIC
FASHION
TREND?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Sexiness in modern "fashion" is a constantly changing thing. To find out what the latest sexy notion is, fold in the page as shown...

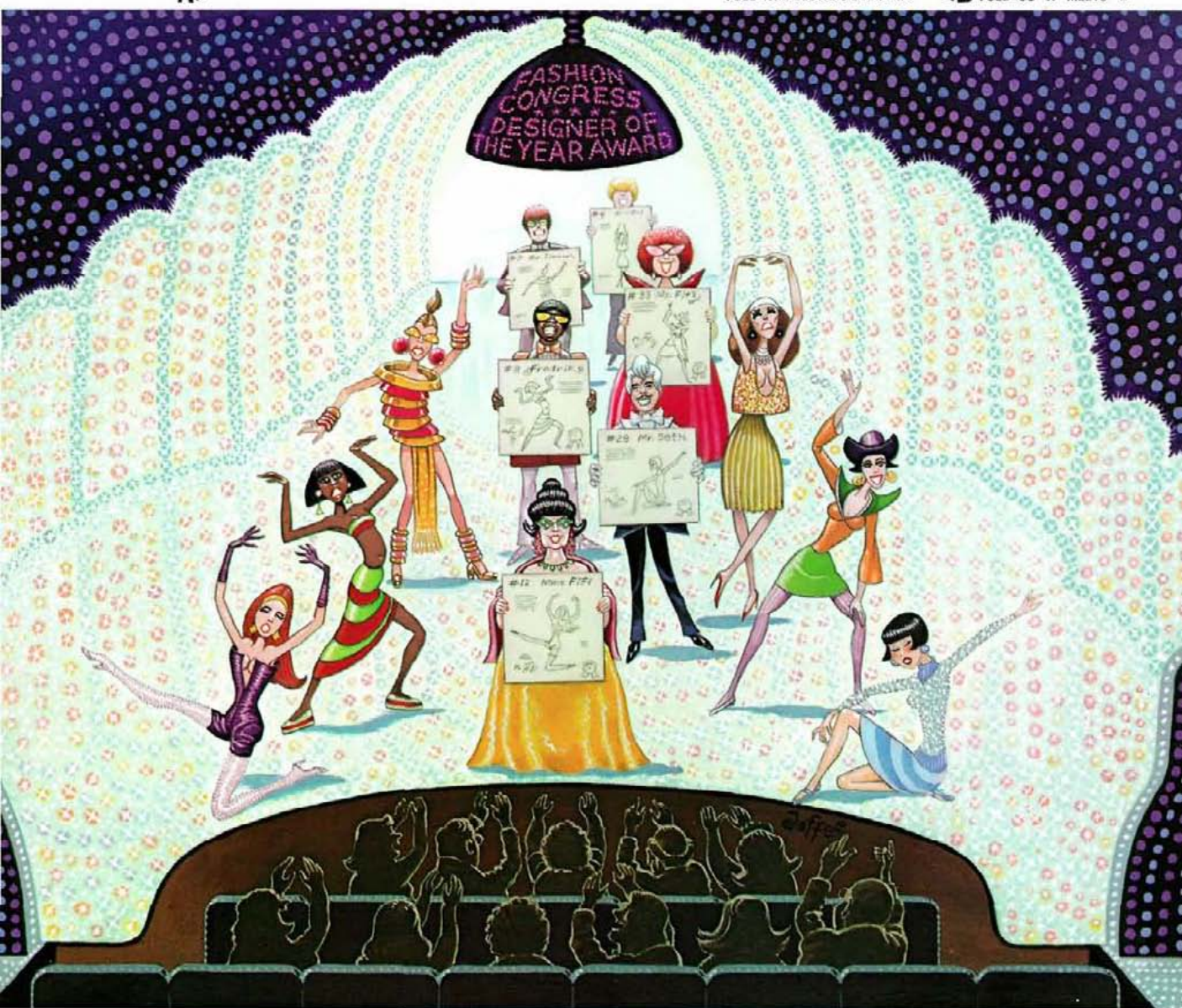


FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD SO "A" MEETS "B"



MINIMUM BODY COVERAGE IS A TRADITIONAL CATCH-ALL THEORY FOR SEXY FASHION. DESIGNERS FEEL JUST AS CERTAIN TODAY THAT NOT EXPOSING BACK-SIDES CAN ALSO BE EROTIC AND TURN PEOPLE ON

ARTIST & WRITER:
AL JAFFEE

A▶

◀B

